

## WHAT IS CLAIMED IS:

1. An analysis result providing method for analyzing an audience in an analysis management server connected to an audience terminal, a client terminal and a question providing unit through communication lines and providing an analysis result to a client, comprising:
  - presenting a number of different and available question contents from the question providing unit to the client terminal;
  - recognizing a group of questions that the client selects from the question contents presented to the client terminal;
  - memorizing the group of questions and the client in correspondence with each other;
  - when an access including information identifying the client is generated from the audience terminal, presenting the group of questions corresponding to the client to the audience terminal thereby urging the audience to make replies to the questions and further obtaining the replies; and
  - presenting the replies to the client terminal, in a browseable form where analysis results by different question contents are combined with each other, based on the obtained replies.
2. The analysis result providing method of claim 1, wherein it is carried out to present a question-group using fee in case of obtaining the replies as a result of presenting the question contents to the audience terminal, thereby urging the client terminal to select the question contents.
3. The analysis result providing method of claim 1, wherein when using a plurality of different question contents, it is carried out to present a discounting of a question-group using fee.
4. The analysis result providing method of claim 1, wherein

when receiving a payment of a question-group using fee in case of obtaining the replies as a result of presenting the question contents to the audience terminal, it is executed to pay part of the question-group using fee to the side of the question providing unit.

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5. The analysis result providing method of claim 1, further comprising:

allowing the analysis result of the audience based on accumulated replies to correspond to information identifying the audience and  
10 further accumulating the analysis result and the information in an outside-leakproof form; and

granting a certificate inscribing the analysis result of the audience together with the information identifying the audience at a client's request.

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6. The analysis result providing method of claim 1, further comprising:

presenting information to the client terminal corresponding to the analysis result, the information representing that the client is  
20 capable of nominating step-by-step selecting of an audience whom the question contents are presented.

7. The analysis result providing method of claim 1, further comprising:

25 selecting an audience whom the question contents are presented corresponding to the analysis result and presenting information to the client terminal, the information representing a possibility of presenting different question contents to the audience,

30 8. The analysis result providing method of claim 1, further comprising:

presenting information to the client terminal corresponding to the

analysis result, the information representing that the client is capable of nominating step-by-step selecting of an audience whose information is disclosed to the client.

5 9. The analysis result providing method of claim 1, further comprising:

presenting the questions to the audience terminal belonging to a group thereby urging the audience to make the replies to the questions and further performing a data processing so that the  
10 replies from the audience terminal produce a barometer for rating the group.

10. The analysis result providing method of claim 1, further comprising:

15 presenting a variance of the audience in worth to the client, corresponding to formulation of the analysis result based on the replies obtained from the audience terminal.

11. An analysis result providing method for analyzing an audience  
20 in an analysis management server connected to an audience terminal, a client terminal and a question providing unit through communication lines and providing an analysis result to a client, comprising:

presenting a number of different and available themes to the  
25 client terminal;

recognizing a theme that the client selects from the themes presented to the client terminal;

memorizing the theme selected by the client and one or plural groups of questions by a plurality of clients registered for the theme  
30 selected, correspondingly;

when an access is generated from the audience terminal having the theme nominated, presenting a group of questions corresponding

to the theme nominated to the audience terminal thereby urging the audience to make replies to the questions and further obtaining the replies; and

presenting the replies to the plurality of clients registered for the theme, in a browseable form where analysis results by different  
5 question contents are combined with each other, based on the replies obtained.

12. The analysis result providing method of claim 11, wherein  
10 it is carried out to present a question-group using fee in case of obtaining the replies as a result of presenting the question contents to the audience terminal, thereby urging the client to select the question contents.

13. The analysis result providing method of claim 11, wherein  
15 when using a plurality of different question contents, it is carried out to present a discounting of a question-group using fee.

14. The analysis result providing method of claim 11, wherein  
20 when receiving a payment of a question-group using fee in case of obtaining the replies as a result of presenting the question contents to the audience terminal, it is executed to pay part of the question-group using fee to the side of the question providing unit.

15. The analysis result providing method of claim 11, further comprising:

allowing the analysis result of the audience based on accumulated replies to correspond to information identifying the audience and further accumulating the analysis and the information in an  
30 outside-leakproof form; and

granting a certificate inscribing the analysis result of the audience together with the information identifying the audience at a

client's request.

16. The analysis result providing method of claim 11, further comprising:

5     presenting information to the client terminal corresponding to the analysis result, the information representing that the client is capable of nominating step-by-step selecting of an audience whom the question contents are presented.

10    17. The analysis result providing method of claim 11, further comprising:

      selecting an audience whom the question contents are presented corresponding to the analysis result and presenting information to the client terminal, the information representing a possibility of  
15    presenting different question contents to the audience,

18. The analysis result providing method of claim 11, further comprising:

      presenting information to the client terminal corresponding to the  
20    analysis result, the information representing that the client is capable of nominating step-by-step selecting of an audience whose information is disclosed to the client.

19. The analysis result providing method of claim 11, further  
25    comprising:

      presenting the questions to the audience terminal belonging to a group thereby urging the audience to make the replies to the questions and further performing a data processing so that the replies from the audience terminal produce a barometer for rating  
30    the group.

20. The analysis result providing method of claim 11, further

comprising:

presenting a variance of the audience in worth to the client, corresponding to formulation of the analysis result based on the replies obtained from the audience terminal.

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21. An analysis result providing method for analyzing an audience in an analysis management server connected to an audience terminal, a client terminal and a question providing unit through communication lines and providing an analysis result to a client, comprising:

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presenting a number of different and available question contents from the question providing unit to the audience terminal, thereby urging the audience to select a group of questions composed of the number of question contents; and

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on establishment of the selected group of questions corresponding to the audience terminal, urging the audience to make replies to the selected group of questions and further presenting the replies to the audience terminal, in a browseable form where analysis results by different question are combined with each other, based on the obtained replies.

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22. The analysis result providing method of claim 21, wherein

it is carried out to present a question-group using fee in case of obtaining the replies as a result of presenting the question contents to the audience terminal, thereby urging the client to select the question contents.

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23. The analysis result providing method of claim 21, wherein

when using a plurality of different question contents, it is carried out to present a discounting of a question-group using fee.

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24. The analysis result providing method of claim 21, wherein

when receiving a payment of a question-group using fee in case of obtaining the replies as a result of presenting the question contents to the audience terminal, it is executed to pay part of the question-group using fee to the side of the question providing unit.

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25. The analysis result providing method of claim 21, further comprising:

allowing the analysis result of the audience based on accumulated replies to correspond to information identifying the audience and  
10 further accumulating the analysis and the information in an outside-leakproof form; and

granting a certificate inscribing the analysis result of the audience together with the information identifying the audience at a client's request.

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26. The analysis result providing method of claim 21, further comprising:

presenting the questions to the audience terminal belonging to a group thereby urging the audience to make the replies to the  
20 questions and further performing a data processing so that the replies from the audience terminal produce a barometer for rating the group.

27. An analysis result providing method for analyzing an audience  
25 in an analysis management server connected to an audience terminal, a client terminal and a question providing unit through communication lines and providing an analysis result to a client, comprising:

presenting a number of different and available question contents  
30 from the question providing unit to the client terminal;

recognizing a group of questions that the client selects from the question contents presented to the client;

memorizing the group of questions selected and the client in correspondence with each other;

when an access including information identifying the client is generated from the audience terminal, presenting the group of questions corresponding to the client to the audience terminal thereby urging the audience to make replies to the questions and further obtaining the replies; and

allowing the analysis result of the audience based on the replies obtained to correspond to information identifying the audience, further accumulating the analysis result and the information in an outside-leakproof form, and granting a certificate inscribing the analysis result of the audience together with the information identifying the audience at a client's request.

28. An analysis result providing method for analyzing an audience in an analysis management server connected to an audience terminal, a client terminal and a question providing unit through communication lines and providing an analysis result to a client, comprising:

presenting a number of different and available themes to the client terminal;

recognizing a theme that the client selects from the themes presented to the client;

memorizing the theme selected and the client, in correspondence with each other;

when an access is generated from the audience terminal having the theme nominated, presenting the group of questions corresponding to the theme to the audience terminal thereby urging the audience to make replies to the questions and further obtaining the replies; and

allowing the analysis result of the audience based on the replies obtained to correspond to information identifying the audience,



further accumulating the analysis result and the information in an outside-leakproof form, and granting a certificate inscribing the analysis result of the audience together with the information identifying the audience at a client's request.

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29. An analysis result providing system for analyzing an audience in an analysis management server connected to an audience terminal, a client terminal and a question providing unit through communication lines and providing an analysis result to a client, the analysis  
10 management server comprising:

means for making a number of different question contents from the question providing unit available;

means for memorizing a group of questions that the client selects from available groups of questions and the client in correspondence  
15 with each other; and

means for presenting the group of questions corresponding to the client to the audience terminal when an access including information identifying the client is generated from the audience terminal thereby urging the audience to make replies to the group of  
20 questions, the presenting means further accumulating the replies and processing the accumulated replies to a browseable form combined with analysis results by different question contents, based on the accumulated replies.

25 30. An analysis result providing system for analyzing an audience in an analysis management server connected to an audience terminal, a client terminal and a question providing unit through communication lines and providing an analysis result to a client, the analysis management server comprising:

30 means for making a number of different question contents from the question providing unit available;

means for memorizing one or plural groups of questions by a

plurality of clients registered for a theme correspondingly; and

means for presenting the one or plural groups of questions corresponding to the theme to the audience terminal when an access is generated from the audience terminal having the theme nominated

5 thereby urging the audience to make replies to the questions, the presenting means further accumulating the replies and processing the accumulated replies into a browseable form combined with analysis results by different question contents to a plurality of client terminals registered for the theme, based on the accumulated  
10 replies.